

## INTAKE QUESTIONNAIRE FOR ANIMATION PROJECTS

PROJECT

CONTACT NAME

CONTACT DETAILS

*email, phone  
number*

The following questions are meant to help me provide you with the best possible estimate for your animation project. Please provide as much detail as possible.

### 1. Usage - What will the animation be used for?

*For example, is it been created for a specific event (festival, ceremony), or for a longer term campaign (web advertising for a program, etc...)*

### 2. Audience

*Who is the animation destined to?*

### 3. Duration

*How many seconds/minutes should the animation last?*

### 4. Region of Use

*Will the illustrations be used only in the Yukon, Canada, or elsewhere in the world?*

**7. Original content and style**

*What does the animation need to show? Please indicate specific visual elements which should be created for this animation. Is there a particular feel you would like the illustrations to have or a particular color palette that should be used?*

**9. Existing visual content**

*Are there existing visual elements that should be included such as logos or photos? Do you have an existing brand or style guide that the illustrations would need to adhere to?*

**9. Script**

*Do you already have a script for this animation? The script will allow me to design a storyboard, the first step of the animation creation process.*

**10. Soundtrack**

*Is there a soundtrack for the animation? Your soundtrack may include a voice recording (usually pre-recorded based on the script) and some additional music background. Please indicate audio files you may wish to use. Please note that a music soundtrack can only be used if available in the public domain, or if the appropriate rights of use have been purchased.*

**11. Video editing**

*Basic video editing can be done by Yukon Graphic Recording, or by a video professional. Please indicate if other professionals will be involved in the project.*

Yukon Graphic Recording (Esther Bordet)  
Box 11206, Whitehorse, YT  
Y1A6M3, CANADA  
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[esther.bordet@gmail.com](mailto:esther.bordet@gmail.com)  
+1-867-334-3070



**6. Client profile**

*Roughly what size is the organisation and what services or products are offered? Are you an individual, government, association, or NGO?*

**10. Budget**

*Do you have a figure in mind? It is always helpful to know ahead of time how much your organization may be able to allocate to this project. For reference, my base price is 100\$/hour for animation projects, and it may take up to 20-30 hours to create and fully edit a 2 minutes-long animation. Please note that this rate does not include licence fees, which are based on CARFAC guidelines and depend on the video usage (see question 1).*

**11. Timeline**

*When would you like this project to be completed?*

**12. Anything Else?**

*Do you have any additional information or comments?*